

ABSTRACT

One field time period is formed of a plurality of subfields having at least a writing time period and a sustaining time period, of an initialization time period, the writing time period, and the sustaining time period. A display  
5 electrode pair is divided into a plurality of blocks. Starting timings of the subfields of the blocks are set to be shifted so that writing timings of two or more blocks of the plurality of blocks do not coincide with each other.